

INTERCOLLEGIATE BROADCASTING SYSTEM

507 FIFTH AVE.
NEW YORK, N. Y.

March 10, 1943

Mr. Addison Taylor
Station WPRU
Princeton University
Princeton, N.J.

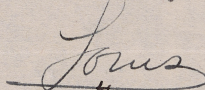
Dear Doc:

A presentation is being made for renewal of the "Old Gold Campus News". If you have any data which has not already been submitted regarding coverage of servicemen, their participation in your program schedule etc. which you'd like included in the report, please send it in at once.

Do you think that a contest involving the writing of fifteen-second Old Gold commercials would be appealing to the students and servicemen; prizes being cartons of cigarettes?

We are very anxious to know whether you plan to broadcast during the summer months.

Sincerely yours,



Louis M. Bloch Jr.
Business Manager

LMB:rs